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US Cherries Break Through Quarantine Barrier into Western Australia

Report Categories:

Export Accomplishments - Other

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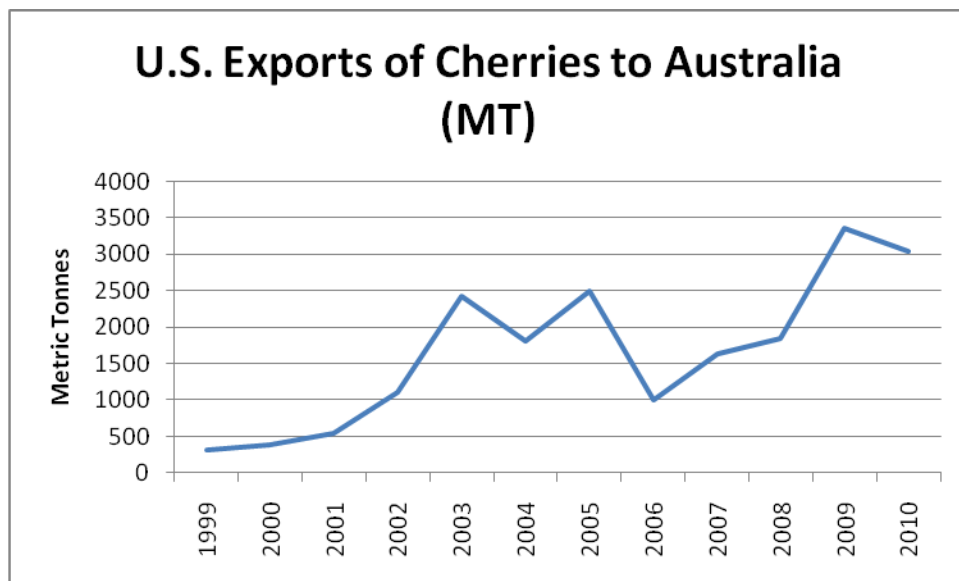
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Report Highlights:

The first shipment of cherries from the United States to Western Australia arrived in Perth on July 13, 2011. Cherries are the first fresh U.S. fruit to gain access to the Western Australian market.

The first shipment of cherries from the United States to Western Australia (WA) arrived on July 13, 2011. Cherries are the first fresh U.S. fruit to gain access to the WA market. U.S. cherries have had access to the eastern states of Australia since the late 1990s for California & 2001 for the Pacific North West (PNW – Washington & Oregon). Since that time, negotiations have been ongoing between USDA, Biosecurity Australia and the WA state government for access to WA, who maintain their own quarantine regulations which have been very difficult to overcome (and also restrict product coming from eastern Australian states).

It is expected that this development will result in additional shipments this season valued at \$200,000-300,000 (as the season is already underway). For the longer term, the WA market should be worth at least \$1-2 million annually, based on the history of growth in other Australian states. Western Australian consumers have fewer fruit choices in winter (during the U.S. supply season), because the very stringent WA state quarantine barriers, which also exclude fruit from the eastern states of Australia. With 10% of the Australian population and a very strong local economy, we are confident that this market will grow quickly adding to the success U.S. cherries have already experienced in Australia. Australia is now the 5th most valuable export market for U.S. cherries.



In 2009, a record 3.353 MT of cherries were shipped to the Australian market, valued at over \$20 million (compared with \$1.4 million in 1999, the first year the market was opened). Since 2009 the Australian dollar has strengthened considerably, making imports more affordable. U.S. Cherries are sold in Australia at a very reasonable price point, close to that of Australian product. U.S. cherries are counter-seasonal to the Australian crop which means that the products do not compete directly in the market place. Australian cherry growers now see the benefit of having U.S. cherries in the market as it means that cherries are available for more of the year, making them a 'regular' purchase rather than a specialty item.